

*File copy  
7/12/54*

# fashion calendar

circle

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

## 1954

january	february	march	april
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## FASHION CALENDAR

NOTE: Events are repated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 9, 1954</u>			
Friday July 9 9:15 A.M. Breakfast	PREVIEW: MEN'S FALL SPORT SHIRTS BY ARROW Cluett Peabody will preview new men's sport shirts by Arrow. <u>Showing at 9:45 A.M.</u> By invitation. Publicity: Gertrude Dale at Young & Rubicam, 285 Madison Avenue, MU. 9-5000.	CLUETT PEABODY & CO. (10 EAST 40TH STREET)	ST. REGIS HOTEL LOUIS XVI SUITE
Friday July 9 9:30 A.M. Breakfast	PREVIEW: "JEWEL TONE" BY WAVERLY FABRICS Macy's "Plan-A-Home-Row" preview of "Jewel Tone" collection by Waverly -- new Fall fabrics for draperies, slipcovers, upholstery. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	7TH FLOOR
<u>WEEK BEGINNING SUNDAY, JULY 11, 1954</u>			
Sunday July 11 10:00 A.M.- 1:00 P.M. Brunch	FALL JEWELRY PREVIEW AT BRUNCH PARTY Trifari, Krussman & Fishel will invite out-of-town and N.Y. editors to a presentation of Fall and Winter jewelry fashions. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Sunday July 11 11:00 A.M. Brunch	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery collection during luncheon for visiting press. By invitation. Publ.: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	EMME (19 WEST 57TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Sunday July 11 12:15 P.M. Luncheon	FALL AND WINTER SHOE PREVIEW Luncheon and preview of Fall and Winter suede and smooth kid shoes and accessories. By invitation only. Publicity: Charline Osgood, WI. 7-0332.	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Sunday July 11 1:30 P.M. Cocktails	VISITING PRESS SHOWING: COLLECTION BY BRIGANCE Sportsmaker will present Brigance's Fall collection of blouses, separates and dresses to the visiting press. By invitation only. Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC. (498 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Sunday July 11 3:00 P.M.	MILLINERY SHOW FOR VISITING PRESS Fall millinery will be presented by Sally Victor to out-of-town press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday July 11 5:00 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FL.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday July 11 7:00 P.M.- 9:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING & LOCAL PRESS Edouard Cournand, president of Lanvin Parfums, will invite the visiting and local press to a cocktail party. By invitation only. Publicity: Dorothy Lansing, 125 E. 50th St., PL. 9-7598.	LANVIN PARFUMS, INC.	998 FIFTH AVENUE AT 81ST ST., APT. 3W
July 11 9:00 P.M.	WALTER FLORELL'S FALL MILLINERY SHOWING FOR VISITING EDITORS AT 9:00 P.M. AT HIS SALON, 29 EAST 53RD STREET. (See p.3). Publ.: Donna Cannon, MU. 7-5447.		
July 11- July 16	NEW YORK LAMP SHOW AT THE HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		

NEW YORK DRESS INSTITUTE'S TWENTY-THIRD NATIONAL PRESS WEEK (July 12-16, 1954)

Fall and Winter collections of leading designers, including 30 members, 12 auxiliary and 2 group showings of the N.Y. Dress Institute's Couture Group, will be presented consecutively to visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

Monday, July 12...	8:00 A.M.	BUFFET BREAKFAST. . . . .	PIERRE-BALLROOM	
	9:00 A.M.	"WATCH FOR" FORUM . . . . .	PIERRE-BALLROOM	
	10:00 A.M.	OLEG CASSINI. . . . .	PIERRE-BALLROOM	
	11:00 A.M.	DAVE BELLSEY. . . . .	PIERRE-BALLROOM	
	12:00 Noon	DELMAN SHOES (Auxiliary). . . . .	SHERRY NETHERLAND	
	1:00 P.M.	ALAMAC KNITTING MILLS-Lunch (Aux.)	PIERRE-COTILLION	
	2:30 P.M.	PAUL PARNES . . . . .	PIERRE-BALLROOM	
	3:30 P.M.	CLAIRE McCARDELL. . . . .	PIERRE-BALLROOM	
	4:30 P.M.	HANNAH TROY . . . . .	PIERRE-BALLROOM	
	6:00 P.M.	Fashion Group Cocktail Party. . .	FASHION GP. OFFICE	
	7:00 P.M.	PELLON (Aux.) DEMONSTRATION & SNACK	ASTOR-N. BALLROOM	
	8:30 P.M.	PELLON THEATRE PARTY. . . . .	ST. JAMES THEATRE	
	11:00 P.M.	LILLY DACHE (Auxiliary) . . . . .	78 EAST 56TH ST.	
	Tuesday, July 13...	8:00 A.M.	BUFFET BREAKFAST. . . . .	PIERRE-BALLROOM
9:00 A.M.		MARQUISE (Philippe Tournaye). . .	PIERRE-BALLROOM	
10:00 A.M.		ORIGINALA . . . . .	PIERRE-BALLROOM	
11:00 A.M.		CAROLYN SCHNURER. . . . .	PIERRE-BALLROOM	
12:00 Noon		HARVEY BERIN (Karen Stark). . . .	PIERRE-BALLROOM	
1:00 P.M.		SHIP 'N SHORE-Lunch (Auxiliary) .	PIERRE-BALLROOM	
2:30 P.M.		HARRY FRECHTEL. . . . .	PIERRE-BALLROOM	
3:30 P.M.		MISS AMERICA (Patric) . . . . .	PIERRE-BALLROOM	
4:30 P.M.		BEN ZUCKERMAN . . . . .	PIERRE-BALLROOM	
5:30 P.M.		HERBERT SONDHEIM. . . . .	PIERRE-BALLROOM	
7:30 P.M.		N.W. AYER & SON, INC. (Auxiliary).	PLAZA-PERSIAN RM.	
Wednesday, July 14...		8:00 A.M.	CAPEZIO (Auxiliary) . . . . .	756 7TH (49 ST.)
		9:00 A.M.	NETTIE ROSENSTEIN . . . . .	550 7TH (10 FL.)
		10:00 A.M.	MOLLIE PARNIS . . . . .	498 7TH (23 FL.)
	11:00 A.M.	ADELE SIMPSON . . . . .	530 7TH (18 FL.)	
	12:00 Noon	BEN REIG. . . . .	530 7TH (23 FL.)	
	1:00 P.M.	MAURICE RENTNER (Lunch) . . . . .	498 7TH (16 FL.)	
	2:30 P.M.	PATTULLO-JO COPELAND. . . . .	498 7TH (14 FL.)	
	3:30 P.M.	DAVIDOW . . . . .	550 7TH (21 FL.)	
	4:30 P.M.	PAULINE TRIGERE . . . . .	550 7TH (16 FL.)	
	5:30 P.M.	DEERING MILLIKEN (Aux.)-Cocktails	PLAZA-TERRACE RM.	
7:00 P.M.	MILLINERY FASHION BUR. (Auxiliary)	PLAZA-BALLROOM		

(continued on next page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(continued from page 2)			
Thursday, July 15...	8:00 A.M. CAPEZIO (Auxiliary) . . . . .		756 7TH (49 ST.)
	9:00 A.M. CHRISTIAN DIOR, N.Y. - Breakfast. . .		730 5TH (7TH FL.)
	10:30 A.M. HATTIE CARNEGIE . . . . .		711 5TH (8TH FL.)
	11:30 A.M. TINA IESER. . . . .		23 W.57 (3RD FL.)
	12:30 P.M. Luncheon To Be Announced (COTY LUNCHEON HAS BEEN CANCELLED)		
	2:30 P.M. MONTE-SANO & PRUZAN . . . . .		PIERRE-BALLROOM
	3:30 P.M. SAMUEL WINSTON (Designed by Roxanne) (also Charles James fashions) . . .		PIERRE-BALLROOM
	4:30 P.M. CEIL CHAPMAN. . . . .		PIERRE-BALLROOM
Friday, July 16...	8:00 A.M. CAPEZIO (Auxiliary) . . . . .		756 7TH (49 ST.)
	9:00 A.M. B. H. WRAGGE. . . . .		BONWIT TELLER
	10:30 A.M. MODERN COUTURE (Helena Barbieri). .		525 7TH (10 FL.)
	11:30 A.M. ANTHONY BLOTTA. . . . .		498 7TH (12 FL.)
	12:30 P.M. INT'L SILK ASS'N-Lunch (Auxiliary). .		PIERRE-BALLROOM
	2:00 P.M. Jr. Fashions: HORWITZ & DUBERMAN; INTERNATIONAL; JR. SOPHISTICATES; REICH GOLDFARB; NAT TUMAN . . . . .		PIERRE-BALLROOM
	3:00 P.M. Group Show: SUZY PERETTE; NELLY DE GRAB; HELEN LEE OF YOUNGLAND. . . .		PIERRE-BALLROOM
	5:00 P.M. SHULTON, INC. (Aux.)-Cocktails. . .		TAVERN-ON-GREEN
Saturday, July 17...	1:05 P.M. LIND-GILBERT ASSOCIATES (Auxiliary)		WESTPORT, CONN.

July 12 "WATCH FOR" FORUM (N.Y. Dress Institute--See Page 2). SHOWING FOR VISITING  
9:00 A.M. PRESS, HOTEL PIERRE, BALLROOM.

July 12 OLEG CASSINI (N.Y. Dress Institute--See Page 2). SHOWING FOR VISITING  
10:00 A.M. PRESS, HOTEL PIERRE, BALLROOM.

Monday FALL MILLINERY AT WALTER FLORELL 29 EAST 53RD STREET  
July 12 PRESS PREVIEW SALON  
10:00 A.M. Preview of Walter Florell's Fall millinery. By invitation only.  
Publicity: Donna Cannon, 505 Fifth Avenue, MU. 7-5447.

July 12 DAVE BELLSEY (N.Y. Dress Institute--See Page 2). SHOWING FOR VISITING  
11:00 A.M. PRESS, HOTEL PIERRE, BALLROOM.

Monday PRESS PREVIEW OF DELMAN SHERRY NETHERLAND  
July 12 FALL & WINTER SHOES CRYSTAL PAVILION  
11:00 A.M. & The local press will be invited to a preview of Fall and Winter shoe  
12:00 Noon fashions at 11:00 A.M. Visiting press showing at 12:00 Noon by Delman  
(Auxiliary Member of the N.Y.D.I.--See Page 2). By invitation only.  
Publicity: Eleanor Lambert, MU. 8-2130.

Monday PRESS PREVIEW: FALL ALAMAC KNITTING MILLS HOTEL PIERRE  
July 12 "THALSPUN" FASHIONS (350 FIFTH AVENUE) COTILLION ROOM  
1:00 P.M. Alamac (Auxiliary Member of N.Y.D.I.--See Page 2) will invite the press to  
Luncheon a preview of Fall fashions created by leading manufacturers from "Thalspun"  
Orlon wool-jersey; also new "Thalspun Doeskin" jersey. By invitation only.  
Publicity: Martin Stern, 50 E. 42nd St., VA. 6-0543.

July 12 PAUL PARNES (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS,  
2:30 P.M. HOTEL PIERRE, BALLROOM.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday	FALL MILLINERY	MILLINERY MERCHANDISING	WALDORF-ASTORIA
July 12	MERCHANDISING CLINIC	EXECUTIVES ASSOCIATION	JANSEN SUITE
3:00 P.M.	Semi-annual fashion and merchandising clinic of the MMEA, with a special		
Cocktails	millinery report by Mrs. Adele Atkinson Todd of Adam, Meldrum & Anderson in Buffalo. Survey of Fall ready-to-wear by Bettina Ballard, fashion editor of "Vogue". By invitation. Contact: Charles Steinecke, LE. 2-8324.		
July 12	CLAIRE MCCARDELL (N.Y. Dress Institute--See Page 2), SHOWING FOR VISITING		
3:30 P.M.	PRESS, HOTEL PIERRE, BALLROOM.		
July 12	HANNAH TROY (N.Y. Dress Institute--See Page 2), SHOWING FOR VISITING PRESS,		
4:30 P.M.	HOTEL PIERRE, BALLROOM.		
Monday	PARTY FOR VISITING	THE FASHION GROUP, INC.	9 ROCKEFELLER PLAZA
July 12	FASHION GROUP MEMBERS		ROOM 919
6:00 P.M.-	The Board of Governors of the Fashion Group will invite visiting fashion		
7:00 P.M.	editors, who are members of the Fashion Group, to a cocktail party. By		
Cocktails	invitation. Contact: The Fashion Group, CI. 7-3940.		
July 12	PELLON (N.Y. Dress Institute--See Page 2), PRE-THEATRE SNACK AND DEMON-		
7:00 P.M.	STRATION, FOR VISITING PRESS, HOTEL ASTOR, NORTH BALLROOM.		
July 12	PELLON (N.Y. Dress Institute--See Page 2) THEATRE PARTY FOR VISITING PRESS,		
8:30 P.M.	TO SEE "THE PAJAMA GAME", ST. JAMES THEATRE, 246 WEST 44TH STREET.		
Monday	AFTER-THEATRE PARTY	LILLY DACHE (GENERAL	78 EAST 56TH STREET
July 12	FOR VISITING PRESS	BEAUTY PRODUCTS, INC.)	PENTHOUSE
11:00 P.M.	Lilly Dache (Auxiliary Member of the N.Y.D.I.--See Page 2) will invite the		
	visiting press to an after-theatre party and showing. By invitation only.		
	Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning	SHOWING OF	ROBERT GAUTIER	ELLEN LOCKWOOD
Monday	SWEATER BLOUSES		1410 B'WAY-19TH FLOOR
July 12	Robert Gautier's new collection of sweater blouses, "capuchon" blouses and "chemisier" dresses. Contact: Ellen Lockwood, WI. 7-6122.		
Week	NEW YORK FURNITURE	INDIVIDUAL FURNITURE	FURNITURE EXCHANGE
Of	MARKET WEEK	MANUFACTURERS	206 LEXINGTON AVENUE
July 12	Sixty-third anniversary of Furniture Market Week with showings at N.Y. Furniture Exchange and showrooms. Publicity: Lou Schneider, OR. 9-9500.		
Tuesday	"DRESS FOR THE STOCKING"	PHOENIX HOSIERY	EMPIRE STATE BLDG.
July 13;	PRESS SHOWING	COMPANY	SUITE 5601
July 15	The one-color, coordinated look, featuring revolutionary new hosiery by		
8:00 A.M.-	Phoenix, for visiting and local press, at buffet breakfast. By invitation		
10:00 A.M.	only. Contact: Helen Sisson, Fashion Director, PE. 6-6868.		
July 13	MARQUISE--PHILIPPE TOURNAYE (N.Y. Dress Institute--See Page 2), SHOWING		
9:00 A.M.	FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Tuesday	PREVIEW OF	BEATRICE MARTIN	HOTEL PLAZA
July 13	FALL MILLINERY	(16 WEST 57TH ST.)	WHITE & GOLD SUITE
9:30 A.M.	Showing of Beatrice Martin's Fall millinery to press and buyers. By		
Breakfast	invitation. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 13 10:00 A.M.	ORIGINALA (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
July 13 11:00 A.M.	CAROLYN SCHNURER (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
July 13 12:00 Noon	HARVEY BERIN--KAREN STARK (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
Tuesday July 13 12:00 Noon Cocktails- Luncheon	PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product. Luncheon at 12:45 P.M. By invitation only. Contact: Eileene Oberling, The Toni Co., Merchandise Mart, Chicago.	THE TONI COMPANY	HOTEL AMBASSADOR TRIANON ROOM
Tuesday July 13 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL BLOUSE COLLECTION Ship 'N Shore (Auxiliary Member of N.Y.D.I.--See Page 2) will present Fall blouses to visiting and local press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
July 13 2:30 P.M.	HARRY FRECHTEL (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
July 13 3:30 P.M.	MISS AMERICA--PATRIC (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
July 13 4:30 P.M.	BEN ZUCKERMAN (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
July 13 5:30 P.M.	HERBERT SONDHEIM (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	HOTEL PIERRE, BALLROOM.
Tuesday July 13 7:00 P.M. Dinner	FALL MILLINERY SHOW FOR TRADE Semi-annual millinery fashion show for trade and press. By invitation only. Contact: Millinery Stabilization Comm., 1450 Broadway, LO. 4-7800.	MILLINERY STABILIZATION COMMISSION	HOTEL ASTOR GRAND BALLROOM
Tuesday July 13 7:30 P.M. Cocktails- Dinner	DIAMOND DINNER WITH WALLY COX Diamond jewelry from Black, Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N.W.Ayer (Auxiliary Member of N.Y.D.I.--See Page 2) at cocktails and dinner, with entertainment by Wally "Mr. Peepers" Cox. By invitation only. Contact: Jean Shanley, CI. 6-0200.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA TERRACE-PERSIAN ROOMS
Wednesday July 14- July 16 8:00 A.M.- 9:00 A.M.	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of the N.Y.D.I.--See Page 2) will invite the visiting press to their Boutique on Wednesday, Thursday or Friday. Showing for N.Y. press, Thursday, July 15, 9:00 A.M.-11:00 A.M. By invitation. Contact: Jackie Dempsey at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH-50TH STREET)
July 14 9:00 A.M.	NETTIE ROSENSTEIN (N.Y. Dress Institute--See Page 2)	SHOWING FOR VISITING PRESS,	550 SEVENTH AVENUE, SHOWROOM--10TH FLOOR.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 14 9:00 A.M. Breakfast	FALL MILLINERY AT PRESS PREVIEW Mr. Arnold will present his Fall millinery to the press. By invitation only. Contact: Miss Jean, PL. 1-3284. Publ.: Maud G. Moody, LE. 2-5562.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
July 14 10:00 A.M.	MOLLIE PARNIS (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE--18TH FLOOR.		
July 14 11:00 A.M.	ADELE SIMPSON (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE--23RD FLOOR.		
July 14 12:00 Noon	BEN REIG (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM--23RD FLOOR.		
Wednesday July 14 12:30 P.M. Luncheon	PRESS PREVIEW OF FALL MILLINERY Gustavo's Fall millinery will be presented at a luncheon show. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
Wednesday July 14 1:00 P.M. Luncheon	VISITING PRESS SHOW: FALL COLLECTION Maurice Rentner (N.Y. Dress Institute--See Page 2) will present his Fall collection. By invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday July 14 2:00 P.M.- 6:00 P.M.	PRESS PREVIEW OF TOYS FOR 1954-55 Eighth annual showing of American-made toys, with a display of 104 "Prestige Toys" selected by national committees of retailers, wholesalers and consumers, and tested and approved as "outstanding" by a committee of prominent educators. Also, preview of 600 toys for Christmas. By invitation. Contact: David Taylor Marke, MU. 9-0175.	THE TOY GUIDANCE COUNCIL, INC.	1124 BROADWAY (AT 25TH STREET)
July 14 2:30 P.M.	PATULLO-JO COPELAND (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE--14TH FLOOR.		
July 14 3:30 P.M.	DAVIDOW (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE--21ST FLOOR.		
July 14 4:30 P.M.	PAULINE TRIGERE (N.Y. Dress Institute--See Page 2) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE--16TH FLOOR. (Buses will wait at front of Bldg.)		
Wednesday July 14 5:30 P.M.- 7:30 P.M. Cocktails	FABRIC PREVIEW: LOCAL AND VISITING PRESS "Modern-Living" fabric and fashion party by Deering Milliken (Auxiliary Member of the N.Y.D.I.--See Page 2) for visiting and local press. By invitation. Publicity: Helen Boyd, LO. 3-5200.	DEERING MILLIKEN & CO.	HOTEL PLAZA TERRACE ROOM
Wednesday July 14 7:00 P.M. Dinner	MILLINERY SHOW FOR VISITING & LOCAL PRESS The Millinery Fashion Bureau (Auxiliary Member of N.Y.D.I.--See Page 2) will invite the out-of-town and local editors to dinner and presentation of Fall Millinery. By invitation. Contact: Babs Vierhaus, LO. 4-7800.	MILLINERY FASHION BUREAU (1450 B'WAY)	HOTEL PLAZA BALLROOM
July 15 9:00 A.M.	CHRISTIAN DIOR, NEW YORK (N.Y. Dress Institute--See Page 3) BREAKFAST SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM--7TH FLOOR.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 15 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Laddie Northridge will present his Fall and Winter millinery to the press. By invitation only. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PIERRE ROOF
July 15 10:30 A.M.	HATTIE CARNEGIE (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM--8TH FLOOR.		
Thursday July 15 11:00 A.M.	FALL MILLINERY PREVIEW FOR LOCAL PRESS Millinery fashions for Fall will be presented by Mr. John P. John to the press. <u>Show for out-of-town press at 5:30 P.M.</u> By invitation only. Contact: Mary Jean Mairs at Mr. John, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
July 15 11:30 A.M.	TINA LESER (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, 23 WEST 57TH STREET, SHOWROOM--3RD FLOOR. (Buses will wait, front of Bldg.).		
Thursday July 15 12:30 P.M. Luncheon	<u>The Coty Luncheon, originally scheduled for Thursday, July 15, at 12:30 PM, has been CANCELLED.</u> THERE WILL BE ANOTHER LUNCHEON FOR THE PRESS AT THIS TIME, WITH DETAILS TO BE ANNOUNCED.		
July 15 2:30 P.M.	MONTE-SANO & PRUZAN (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
July 15 3:30 P.M.	SAMUEL WINSTON (N.Y.D.I.--See Page 3) Designed By Roxanne--Also Charles James Fashions, SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
Thursday July 15 3:30 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Introduction of "Miss Frances" hats for career women, in addition to Frances Adams' Fall millinery. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	FRANCES ADAMS	711 FIFTH AVENUE SALON
July 15 4:30 P.M.	CEIL CHAPMAN (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM--Cocktails.		
Thursday July 15 5:30 P.M.- 7:30 P.M.	FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef", for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU-11TH FL.
July 15 5:30 P.M.	MR. JOHN'S MILLINERY SHOW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET, SALON. (See Above) Contact: MU. 8-4906.		
Friday July 16 8:30 A.M.- 2:00 P.M.	FALL JEWELRY COLLECTION-- OPEN HOUSE FOR EDITORS Coro and Corocraft Fall jewelry collection at open house for visiting and local press. Publ.: Ann R. Silver Associates, 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
July 16 9:00 A.M.	B.H. WRAGGE (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, BONWIT TELLER--9TH FLOOR. (Buses will wait at front of Building).		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 16 9:30 A.M. Breakfast	PRESS PREVIEW OF "PLAN-A-HOME ROW" Preview for home furnishings editors of draperies, bedspreads and fabrics. (Note Change of Date and Time). By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	7TH FLOOR
July 16 10:30 A.M.	MODERN COUTURE--HELENA BARBIERI (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, 525 SEVENTH AVENUE, SHOWROOM--10TH FLOOR.		
July 16 11:30 A.M.	ANTHONY BLOTTA (N.Y. Dress Institute--See Page 3) SHOWING FOR VISITING PRESS, 498 SEVENTH AVE., SHOWROOM--12TH FLOOR. (Buses will wait at Bldg.)		
Friday July 16 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS International Silk Association (Auxiliary Member of the N.Y.D.I.--See Page 3), will invite the visiting press to a luncheon show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, USA	HOTEL PIERRE BALLROOM
Friday July 16 12:30 P.M. Luncheon	LUNCHEON FOR LOCAL PRESS Preview for local press of Escapade Christmas Gifts. Shulton (Auxiliary Member of N.Y.D.I.--See Page 3) cocktail party for visiting press, 5:00 P.M.--7:00 P.M. By invitation only. Publ.: Lee Russell, CI. 5-6263.	SHULTON, INC. (630 FIFTH AVENUE)	TAVERN-ON-THE-GREEN C.P.W. AT 67TH ST.
July 16 2:00 P.M.	JUNIOR FASHIONS (N.Y. Dress Institute--See Page 3)--HORWITZ & DUBERMAN, INTERNATIONAL, JUNIOR SOPHISTICATES, REICH GOLDFARB, NAT TUMAN--FOR VISIT- ING PRESS, HOTEL PIERRE, BALLROOM.		
July 16 3:00 P.M.	GROUP SHOWING (N.Y. Dress Institute--See Page 3)--Moderate-priced clothes and children's fashions--SUZY PERETTE, NELLY DE GRAB, HELEN LEE OF YOUNG- LAND--SHOWING FOR VISITING PRESS, HOTEL PIERRE, BALLROOM.		
July 16 5:00 P.M.	SHULTON (Aux. Member of N.Y.D.I.--See Page 3) COCKTAIL PREVIEW OF ESCAPADE CHRISTMAS GIFTS FOR VISITING PRESS. Publicity: Lee Russell, CI. 5-6263.		
Saturday July 17 11:00 A.M.	FALL MILLINERY FOR VISITING EDITORS John Frederics will present his Fall millinery to the visiting press. By invitation only. Publicity: Marcia Scott, PL. 3-1191 or WY. 1-6900.	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Saturday July 17 12:00 Noon Luncheon	FALL FASHIONS FOR VISITING PRESS Separates by Arle and Fall collection by Branell will be shown at a sur- prise party for the visiting press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ARLE; BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Saturday July 17 1:05 P.M.	CONNECTICUT TRIP FOR VISITING PRESS "Straw-Hatting in Fairfield County"--Lind-Gilbert Associates (Auxiliary Member of the N.Y.D.I.) on behalf of its clients, invites the visiting press to spend a day in the country with swimming and dinner at Stonehenge. Evening at the Theatre Guild's Westport Country Playhouse to see Eva Gabor in "Candlelight". Editors' Special leaves Grand Central Station at 1:05 P.M. and returns about midnight. By invitation only. Publicity: Lind-Gilbert Assoc., 22 E. 60th St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	Silver Mine STONEHENGE & <i>Connecticut</i> WESTPORT, CONN.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday July 19 11:00 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS "Ivy League Fashions" by A & S at a preview followed by luncheon for press. Show open to public.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR CENTRAL COLLEGE SHOP
Tuesday July 20 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Arnold Constable will present their Fall and Winter fur fashions to the press. By invitation only.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
Wednesday July 21 9:00 A.M. Coffee	NURSERY PLANNING CENTER & MATERNITY FASHION SHOW Forum speakers: Mary Brandt, Home Furnishings Retail and Wholesale Consult- ant; and Alexandra Potts, Fashion and Merchandise Editor of "Baby Talk Magazine". <u>Maternity fashion show at 4:00 P.M.</u> --"Talk-of-the-Town"--fol- lowed by cocktail reception. By invitation only. Retail contact: Alexandra Potts, OR. 9-4400. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	BABY TALK MAGAZINE (149 MADISON AVENUE)	HOTEL ST. MORITZ SKY GARDEN
Wednesday July 21 4:00 P.M. Cocktails	PREVIEW: MIDSUMMER FURNITURE SHOW Preview for newspaper editors of Macy's Midsummer Furniture Show. Showing for magazine editors, <u>Mon., July 26 at 9:30 A.M.</u> By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	9TH FLOOR
Wednesday July 21- July 24	NATIONAL CONVENTION OF SECRETARIES On Thursday, June 22 at 2:00 P.M. there will be a fashion show in the Grand Ballroom, with travel clothes from Jay Thorpe, and travel commentary by Mary Gordon, T.W.A. Travel Advisor. "Beauty Top to Toe" demonstration by the Richard Hudnut Salon. Publicity: Barbara Pradal Price, EL. 5-6893.	NATIONAL SECRETARIES ASSOCIATION	WALDORF-ASTORIA
Wednesday July 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will have their Accessories Division luncheon meeting. Co-chairmen: Carolyn Saks and Janina Willner. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Monday August 2 2:30 P.M.	SHOWING OF COLLEGE FASHIONS Suburban store showings: <u>New Rochelle</u> , Aug. 3 at 3:30 P.M.; <u>Hempstead</u> , Aug. 6 at 3:30 P.M.; <u>Hackensack</u> , Aug. 11 at 3:30 P.M.; <u>Manhasset</u> , Aug. 12 at 2:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR

OPENINGS IN DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID

Friday July 16 Evening	FALL AND WINTER PREVIEW IN IRELAND Sybil Connolly will present her 3rd collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	DUBLIN, IRELAND
Saturday July 17 9:00 P.M.	IRISH COUTURE SHOWING FOR PRESS AND TRADE Irene Gilbert, Dublin couturiere, will present her Fall collection to press and buyers. Publicity in N.Y.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872. Irene Gilbert phone in Dublin, 61265.	IRENE GILBERT (22 S. FREDERICK ST.)	SHELBOURNE HOTEL DUBLIN, IRELAND



DATEWHAT'S GOING ONGIVENWHERE

(continued from page 9)

Monday July 19- July 20	OPENING OF ROMAN COUTURE COLLECTIONS	SINDICATO ITALIANO ALTA MODA	ROME, ITALY
	<u>July 19:</u> Ferndinandi, Eleanora Garnett, Schuberth. <u>July 20:</u> Giovannelli Sciarra, Mingolini-Gugenheim, Fontana, La Tessitrice dell'Isola. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaello Scarpitti of the Sindicato, 121 Piazza Montecitorio, Rome, Italy.		
Beginning Wednesday July 21- July 24	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
	<u>July 21:</u> Glans, Myricae, Spagnoli, Valditevere, Vito, Bironi, Volpe, Capucci, Guidi. <u>July 22:</u> Antonelli, Marucelli, Carosa. <u>July 23:</u> Simonetta, Fabiani, Veneziani. <u>July 24:</u> <u>Millinery Shows:</u> Emilio, Avolio, Mirsa, Bertoli. Contact: G. B. Giorgini, 1, Piazza S. Trinita, Florence, Italy.		
Beginning Monday July 26- July 28	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
	<u>July 26:</u> Hardy Amies, Charles Creed, Mattli, John Cavanagh. <u>July 27:</u> Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 28:</u> Michael, Lachasse, Ronald Paterson, Victor Stiebel. Contact: Rosemary Borland, 233 High Holborn, London W.C. 1, England.		
Beginning Tuesday July 27	OPENING OF PARIS COUTURE COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	<u>July 27:</u> Balmain, Pierre Cardin, Raphael, Claude Riviere. <u>July 28:</u> Jean Desses, Jacques Heim, Irmone, Alex Maguy, Manguin, Paquin, Jean Patou, Madeleine de Rauch, Nina Ricci, Worth. <u>July 29:</u> Vera Borea, Bruyere, Christian Dior, Janine et Germaine, Hubert de Givenchy, Jacques Griffe, Madeleine Vramant. <u>July 30:</u> Balenciaga, Valentine Bourgade, Carmine, Jeanne Fardeau, Gres, Germaine Lecomte, Amy Linker, Revillon, Maggy Rouff. <u>July 31:</u> Mad Carpentier, Jacques Fath, Hermes, Lanvin (Castillo), Charles Montaigne. <u>Aug. 2:</u> Ardanse, Carven, Pierre Clarence, Renee Collard, Renee Lise. <u>Aug. 3:</u> Helen Hubert. <u>Aug. 4:</u> Calixte, Chauvel, Georgette Renal, Martial et Armand. <u>Aug. 5:</u> Raymonde Coste, Edmond Courtot. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		
Monday August 9	PRESS SHOWING IN MADRID	PEDRO RODRIGUEZ OF SPAIN	MADRID, SPAIN
	Spanish couturier Pedro Rodriguez will show his Fall and Winter collection to the press in Madrid, at Calle Alcala, 54. By invitation only. Publicity: Anita Welch, 55 E. 93rd St., PL. 3-7385 or LE. 4-2589.		
Monday August 9 5:00 P.M.	FALL & WINTER PREVIEW IN MADRID	PERTEGAZ	HERMOSILLA, 26 MADRID, SPAIN
	Pertegaz will preview his Fall-Winter collection to the press. By invitation only. Contact: Hermosilla, 26, phone: 25 29 95.		